

## ABSTRAK

Perkembangan bisnis di Indonesia belakangan ini terlihat semakin banyak perubahan dan persaingan terutama pada bisnis dalam bidang yang sama. Kedai kopi merupakan hal yang tidak asing lagi di kalangan masyarakat Indonesia. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, harga dan kualitas produk terhadap loyalitas pelanggan.

Populasi yang digunakan dalam penelitian ini yaitu pelanggan Kedai Sipulung. Teknik pengambilan sampel menggunakan *non probability sampling* dan penentuan sampel menggunakan *purposive sampling* dengan jumlah sampel yang digunakan sebanyak 100 responden. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa variabel kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan karena semakin baik kualitas layanan yang diberikan, maka konsumen semakin loyal. Harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan karena semakin harga terjangkau dan kualitas yang sesuai manfaat, maka konsumen semakin loyal. Kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan karena semakin produk mudah dalam penggunaan, maka konsumen semakin loyal. Sebaiknya Kedai Sipulung diharapkan untuk mempertahankan kualitas pelayanan supaya konsumen loyal terhadap perusahaan tersebut selain itu harus bisa menentukan strategi harga yang tepat dan meningkatkan kualitas produk.

**Kata Kunci :** Kualitas Pelayanan, Harga, Kualitas Produk, Loyalitas Pelanggan


## ABSTRACT

Nowdays the development of business in Indonesia increases rapidly as well as the competition at the same kind of business. While, coffe shop is not unfamiliar thing within Indonesia society. The research aimed to find out the effect of service quality, price, and product quality on the customers' loyalty.

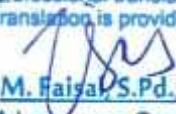
The population was customers of Kedai Sipulung. Moreover, The data collection technique used non-probability sampling with purposive sampling as its technique in data sampling. In line with, there were 100 respondents. In addition, the data analysis technique used multiple linear regression.

The research result concluded sevice quality had positive and significant effect on the customers loyalty. As the higher service quality provide, the more loyalty the consumers would have. Likewise, price had positive and significant effect on the customers loyalty. It happened when the more affordable the price gave, the more suitabel the quality based on its function, the more loyalty the consumers would have. Furthermore, product quality had positive and significant effect on the customers loyalty as the more simple the product would be used more loyalty the consumers would have. In brief, the management of Kedai Sipulung was expected to maintain its service quality in order to have consumers loyalty. Besides, the management had to decide affordable price strategy and improve its product quality.

**Keywords:** Service quality, Price, Product Quality, Customers Loyalty



I certify that this translation is true and accurate, Prepared by a professional translator. This translation is provided on this day 14/3/19

  
M. Faizal, S.Pd., M.Pd  
STIESIA Language Center  
Menur Pumpungan 30 Surabaya 60118, Indonesia